



Position Summary

The District Manager works with appointed distributors to develop and build our brands within the designated territory. This position requires some overnight travel and encompasses the territory of **Central/Western New York**, with occasional visits to neighboring territories. Desired location of residence is within the Syracuse-Buffalo corridor.

Overarching Roles

- Manage & Increase brand visibility and sales
- Strong leadership and representative of Geloso Beverage portfolio brands at all times

Primary Roles

- Establish and build distribution of our brands by working with distributor network.
- Support Distributor in proper account merchandising and maintenance
- Conduct Distributor ride-withs on a regular basis (weekly) to ensure programs and priorities are on-track, and to help identify new opportunities.
- Target and track new accounts and product placements.
- Work with distributor in developing effective market plans and incentives.
- Tracking and reporting all work successes on a weekly basis.
- Work under direction of the Regional Sales Manager to meet monthly and quarterly sales goals.
- Report monthly depletion reports to Regional Sales Manager as required
- Maintain and build strong rapport with distributor personnel.

Account management

- Sell new and expanded distribution to off-premise accounts
- Build and maintain strong relationships with the owners & managers of the top Off-Premise accounts within area of responsibility.
- Support training and development initiatives for wholesaler off-premise team and with key off-premise accounts.
- Prioritize existing accounts and deploy Off-Premise resources (materials, budgets) to achieve set Geloso Beverage market goals.
- Identify market specific business development opportunities.

Execution inspection

- Establish and build distribution of our brands by working with distributor network.
- Support Distributor in proper account merchandising and maintenance
- Visit and review accounts for retail execution standards (distribution & merchandising)
- Identify and communicate execution issues to Regional Sales Manager; ensure follow-up is made and issue is resolved.



Expectation Indicators

- Learn how to use Vermont Information Processing (VIP) to track and manage all key sales leads.
- Provide market insight and recommendations against the target account list and update as needed with new account openings, new opportunities, etc.
- Competitive tracking: report on competitive activity and watch for market trends.
- Present to and engage distributor sales personnel at distributor sales meetings, while sharing upcoming priorities, events and brand initiatives
- Attend all relevant team meetings

Desired Skills and Experience

- Minimum of 1-5 years' experience in sales & marketing in a related beer business
- Proven track record of success.
- Knowledge of local beer market.
- Strong written, verbal and public speaking skills.
- Proficient in Microsoft Excel, Word, PowerPoint, Outlook and Web-based reporting tools.
- Knowledge of and experience with Vermont Information Processing (VIP) a plus
- Clean driving record and proof of automotive insurance.
- Position contingent upon successful completion of background check.

Communication skills

- Excellent interpersonal skills, diplomatic, persuasive, strong negotiating skills
- Clear communication of key objectives to staff to achieve goals

Results focus / Teamwork

- Hands-on approach with can-do attitude; problem solving; resourceful; ensure constructive accountability for actions; collaborative but decisive
- Proven ability to manage distant and high-level relationships with distributor leadership and key retailers in multiple markets